Dear Human Resources:

I am very excited to find an opportunity to work with your organization.

As you will see on my attached resume, I am working as Assistant Manager Publications at Liaquat National Hospital since April 2019 where I am heading the department and looking after all the publications of hospital and medical college.
I worked as Manager Communications at Reform Support Unit, School Education and Literacy Department, Government of Sindh from 2015-2019 where I helped in development of Communications Strategy for the department. I also worked in the capacity of Editor of a quarterly newsletter. I had also represented the department as various forums like Sindh Basic Education Program-Communication Working Group, Sindh Education Sector Plan-Local Education Group and Sustainable Development Goal-4 Strategy Paper. I had been involved in organizing different sector based education reviews/seminars/workshops on policy development/ trainings/policy dialogue and events of the department for the department and also in collaboration with other stakeholders/NGOs/INGOs. I had also worked as public relations officer and handled social media pages of the department. I developed short videos and documentaries for the marketing of education sector reform initiatives.

I had acquired a training of trainers for Gender transformative approaches-focusing on Sexual Reproductive Health Rights(SRHR) and gender based violence.

I have also worked as Communication Officer with Heath, Education & Literacy Program, (HELP) for their advocacy project on, "Saving new born lives by early initiation of breastfeeding (a DFID funded project). I designed different dissemination material on the importance of breastfeeding for parliamentarians and media, and finally we were able to pass a bill on breastfeeding in Sindh Assembly.

For seven years, I have worked for Geo Tv as a Producer where I had produced and directed documentaries on social issues and programs.

I have a Master's degree in Mass Communications. I find it easy to change my positions from a wholehearted team player to a committed leader.

My strengths are my management skills and multi-tasking.

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If you want to schedule an interview, please email me faiza.shafiq@gmail.com

Thank you for your consideration.

Sincerely,

FaizaShafiq

FAIZA SHAFIQ

M-17, K.D.A Overseas Bungalows, Gulistan-e-Jauhar, Block 16/A, Karachi
Email: faiza.shafiq@gmail.com
Contact No : 0322-2644349

42201-0614599-0

Shafiq Ahmed

OBJECTIVE

To explore every medium of Communication

PROFESSIONAL EXPERIENCE

Liaquat National Hospital and Medical College
Head of Publications — April 2019 - till date

At Liaquat National Hospital & Medical College, work responsibilities include the following:

- Manage the publications of medical journals
- To manage timely printing of hospital and medical college's promotional material
- To manage the printing and design of quarterly newsletter
- Billing of the invoices of the vendors
- To design and print material events like convocation, Mela or any other event
- Responsible for the quality of all printing material

Reform Support Unit, School Education and Literacy Department, Government of Sindh
Communications Manager — March 2014 - March 2019

Reform Support Unit (RSU), is a wing of Education & Literacy Department which is involved in different reforms activities in government schools throughout the Sindh province, the project Sindh Education Reform Program(SERP-II) was funded by World Bank.
The work responsibilities included the following:

- Prepared Communications Strategy for Education & Literacy Department
- Communications Implementation plan for awareness/ advocacy of education reforms and other activities for both internal and external stakeholders
- Planning and execution of different indoor and outdoor events like Policy Dialogue, Education Sector Review and different calendar events
- Making a record of news on education/RSU on daily basis from leading English, Urdu and Sindhi newspapers and writing rebuttals if/when required
- Coordination with media (as and when required)
- Arranging field trips of journalists
- Documentary script of Education Department on key initiatives
- Writing press release (with the concerned portfolio) and release it in media
- Writing news/report of events for website and social media
- Writing case studies/success stories about education department
- Updating the Facebook, Twitter and LinkedIn page
- Developing and designing advertisements on education reforms with Graphic Designer
- Overall to make the communication of RSU strong and to make the work public wherever possible
- Design and development of dissemination material like brochures, flyers, etc.
- Working as Editor of RSU quarterly Newsletter, "Reformers"
- Involved in the design and development of Internal Communications System of Education Department
- Represents RSU as focal person at USAID Sindh Basic Education Program's Communications Strategy for 120 constructed schools in Sindh

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- Produced first documentary on education reforms in Sindh
- Involved in developing different policies/ feedback based workshops like Early childhood care and Education, National Education Policy, Sustainable Development Goal-4 (Education) implementation, Sindh Education Sector Plan implementation

TRAINER:
Gender based violence and Sexual Reproductive Health Rights (SRHR) by Rutgers and Preventions +

HELP (Health, Education and Literacy Programme)
Communication Officer — January 2013 - October 2013

HELP is a non profit organization, where I worked for an Advocacy project, "Saving newborn lives by 'Early initiation of breastfeeding and exclusive breastfeeding'.
The work responsibilities included the following:

- Designing advocacy messages /pamphlets for the project /event(press conference, seminar)
- To work with printers to publish messages and other related material
- To coordinate with Media (print/electronic) regarding covering the event
- To collect and file all the printed material of the project
- Writing press release
- Writing reports
- Making presentations
- Communicating with stake holders/donors

OTHER RESPONSIBILITIES

- Collecting material of and designing newsletter
- Supervising and managing activities like World Immunization Week and promotional activities of HELP
- Attending and facilitating in fund raiser events

Freelance work — April 2012 – December 2012

The work includes the following:

- Concept writing and Copy writing of corporate videos
- Concept writing and Copy writing of campaigns
- Concept writing and Copy writing of advertisement
- Story Boarding of after approval of script
- Rough Cut(if required)

Geo TV - Producer Documentaries/Shows — August 2007 – March 2012

The work responsibilities include the following:

- Concept writing
- Designing the show/Rundown
- Research and script writing
- Lining up locations
- Shooting/direction
- Progressive Promos of the show
- Editing
- Post production

Documentaries:

1. Left Handers (in Pre-Production stage)
The documentary depicts life of left handers, different myths and facts attached to left handers and their issues

2. Impact of Media especially advertising on Kids (aired on Geo News in July 2011)
The documentary describes influence of international channels and advertising on kids like language, especially Hindi language (due to Indian dubbing in cartoons), brand consciousness and likeliness towards a product of a particular brand (in terms of food like noodles etc.)

3. Bureaucracy (aired on Geo News in March 2010)
The documentary was in two parts. Part-One covered history and era wise development in bureaucratic structure while Part-Two featured life of former and currently working bureaucrats

4. Happiness (aired on Geo News in March 2008)
A documentary highlighting on the importance of happiness and searching ways of happiness

5. Bardasht ki hud tak (aired on Geo News on the eve of International Tolerance Day - November 16,2007)
The documentary focuses on tolerance, zero tolerance and most importantly religious intolerance in the society, whereas all religions practice peace, humanity and tolerance

Shows:

1.Juno-e-Gumgashta (aired on Geo News in Feb 2013)
Fifteen episodes weekly show on voices from history by Mr. Lutfullah Khan

2.Aalim Online (aired on Geo News in July 2011)
Religious program based on questions from general public and answers by Ulemas in the light of Quran and Sunnah

3.Maa aur Beta (aired on Geo News in Ramadan 2011)
A 29 episodes show, in which Surah-e-Yusuf will be recited by son and mother (who is a renowned Scholar) alongwith the translation and tafseer

4.Eid Ummeed (aired on Geo News in August 2010)
A reality show where the urban kids collected funds and Eidi for the flood victims' kids and all the Eidi and collection were delivered on Chand Raat

5.Channel ID for Rabi-ul-Awwal (aired on Geo News in February 2010)
One liners for Rabi-ul-Awwal by kids

6.Career Online (aired on Geo News from January 2008 – June 2008)
A weekly career guidance show which covered professions including Supply Chain Management, Insurance, Consumer Banking etc., alongwith general job related issues like job hunting, retaining employee etc.

Major Concepts provided:

For Religious Programs

- Bachoan kay lyay surat kahanian
- Islamic Encyclopedia
- Debate on different issues like co-education, adoption etc.

For Documentaries

- Life in Prison
- Fashion
- Challenges of single parenting
- Colors
- Process of bangle making
- Languages

For Weekly Shows

- Phobias
- Cricket

Institute of Business Administration (IBA) -

Manager Communication — **September 2006 – May 2007**

The work responsibilities were:

- To write press releases of events
- To develop and place advertisements in different newspapers
- To coordinate with the web department regarding the content of the website
- To manage the printing of IBA Business Review (IBA's Research Journal) and Prospectus
- To arrange media (print/electronic) for different events, like convocations, seminars and visits of foreign delegations
- To manage overall printing of different items

Geo TV

Producer – Career Online (20 minutes) — **May 2005 – July 2006**

Career Online provided career guidance to the youth on different new emerging fields. General job related issues were also discussed in the show.

My job responsibilities included:

- Designing the show (making the rundown)
- Research for the show
- Script writing for special reports/packages
- Coordinating with the host at IFB
- Editing the content
- Finishing of the complete episode
- Progressive Promos of the show

During this period, the set, graphics and format of the show were also changed. Special Generic promos were also shot and aired.

Co-Producer – Career Online (40 minutes) — **January 2005 – April 2006**

My job responsibilities included:

- Designing the show (making the rundown)
- Switching during the recording
- Coordinating with the host at IFB
- Editing the content
- Lining up of guests
- Finishing of the complete episode

Associate Producer – Career Online (40 minutes) July 2004 – December 2004

The main responsibilities were:

- Coordinating with the host at IFB
- Lining up of guests
- Content of the show
- Content editing of the show

Internship – Career Online (40 minutes) March 2004 – June 2004

The main responsibilities were:

- Lining up guests for the show
- Content of the show
- Content editing of the show

ACADEMIC QUALIFICATION

Qualification	Year	Institution	Grade/Division
MA (Mass Communication	2003	Dept. of Mass Communication, University of Karachi	1stDivision
BA (Mass Communication)	2002	Dept. of Mass Communication, University of Karachi	1stDivision
F.A	1999	St. Josephs Govt. College for Women, Karachi	1st Division
SSC (Science)	1997	Happy Home Secondary School, Karachi	A-1 Grade

REFERENCES

Available on request